



I  *Cats*

MEDIA KIT

2023

WHAT WE

With extensive reach & experience, our multi-platform network delivers highly relevant pet content to millions. We can directly align your brand with the top purchasers of pet products and services through digital, mobile, and social.



OUR BRANDS SPEAK
TO THE WORLD'S
LARGEST PET
AUDIENCE.

HERO
C O M P A N Y

 **CANNANINE™**

I  Cats

I  Dogs

BIRTHDAY
CLUB 

 **BENGAL
CATS**



I  Cats



TRAFFIC SOURCES

Mobile: 38%

Tablet: 4%

Desktop: 58%

Our Audience

MONTHLY REACH

1MM

Total
Pageviews

640K

Unique
Users

1.1MM

Social Media
Followers

265K

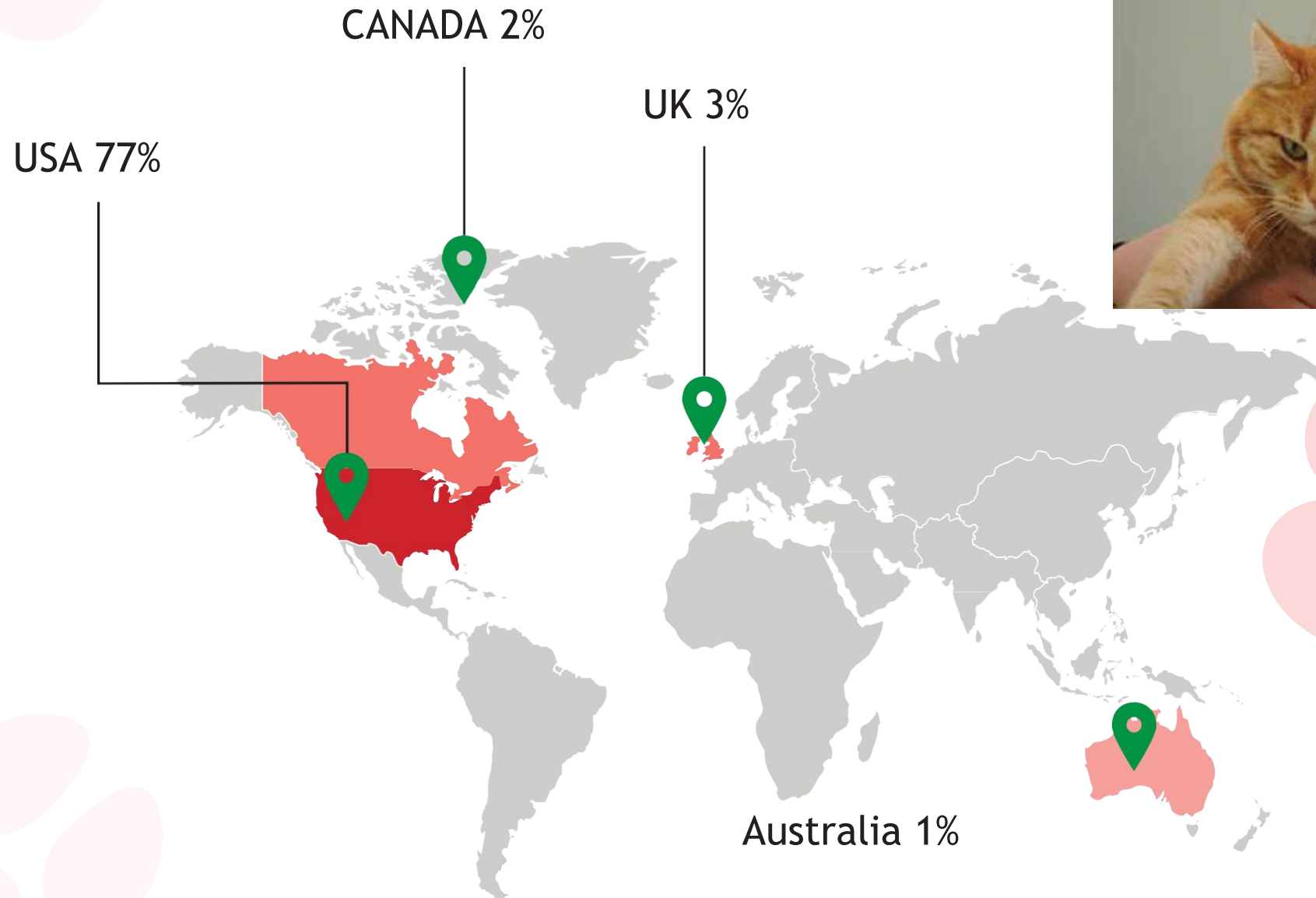
Email
Subscribers

7.2MM

Display Ad
Impressions



GEOGRAPHIC DEMOGRAPHIC





DEMOGRAPHIC

45% attended college
16% attended in School

HHI average \$50k-\$100k

DEMOGRAPHIC STATISTICS



74%
Female



26%
Male



Age | **41%**
18-44



Age | **42%**
45-64



Age | **17%**
65+

Spring For A Breezier Litter Box

With 20% Off + A Free Toy

TRY PRETTYLITTER

Use Code HATCHED at Checkout



As You Freshen Your Home, Don't Fur-get the Cat!

Breathe easier this Spring by switching to PrettyLitter! Our odorless crystals lock away smells and change color to help you keep tabs on your cat's health.

Get 20% OFF your first order of PrettyLitter and get this chicken toy FREE when you order today!



PrettyLitter



Your donation can help animals survive the dangerous heat.

Innocent animals are counting on your support to survive another summer of dangerous, extreme heat. Become an ASPCA Guardian for just 63¢ a day to help us rescue animals and provide the food, water and shelter they need during the hottest days of the year. You have the power to give animals the lives they deserve.

DONATE NOW

Donate just 63¢ a day to become an ASPCA Guardian

ASPCA

Our Audience iHeartCats Direct Email

Sent to iHeartCats 188K engaged subscribers.

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.

Media Bundle

Hey Tracy,

Tuffy is a tiny kitten who was rescued from the streets at just four days old. It wasn't long before one of her back paws became inflamed, ripping up her leg. After an emergency trip to the vet, they determined a leg amputation was the only option. Unfortunately, medical costs are high for this procedure.

Will you help cover the cost of Tuffy's surgery so she can grow big and strong?

Thanks for your support,

Jack G.

iHeartCats Petitions

I  *Cats*

**GREATER
GOOD
CHARITIES**

Our Audience

IHC Petition List Direct Email

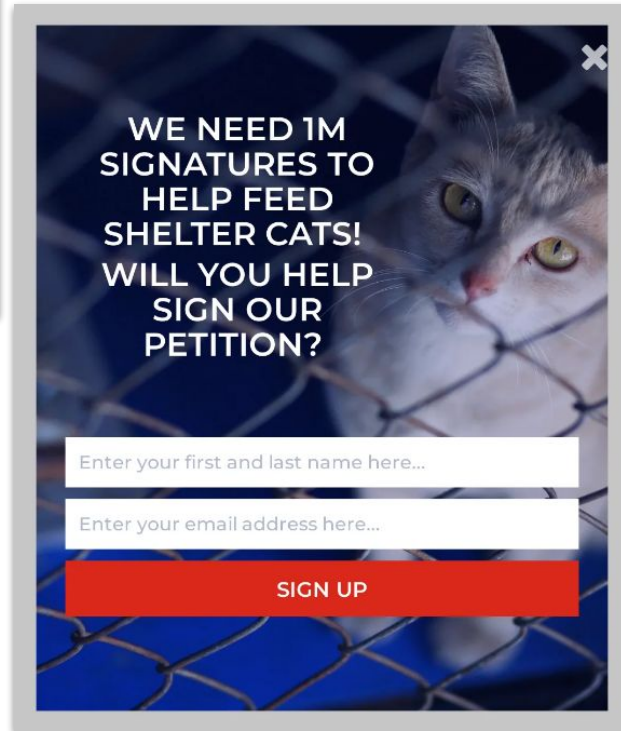
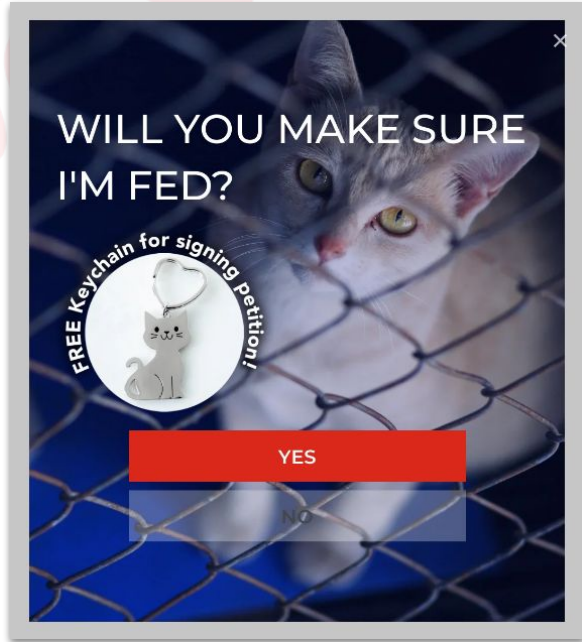
Sent to 48K subscribers.

Our Audience

Popup Overlay Ad

Pop-up Ad Overing Blog Content for High-Impact Exposure

- Engage consumers with a highly-intrusive customizable placement ideal for petitions, white paper offers and free gifts.
- Maximize engagement by starting with a question, leading into an offer.
- Multiple display rules available to maximize engagement. Ex: time on page, new visitors, blog page



I  Cats

 PETLIBRO

Running Water 24/7

Drink More
Drink Healthy

ENJOY 15% OFF
through June 19 with
code 'iheartcats'

SHOP NOW



**Modern Food and Water
Essentials Every Kitty Needs**

[Read More](#)



**Stray Cat Mom Carries Her
Newborn Kittens To Safety With
Her New Human Friend**

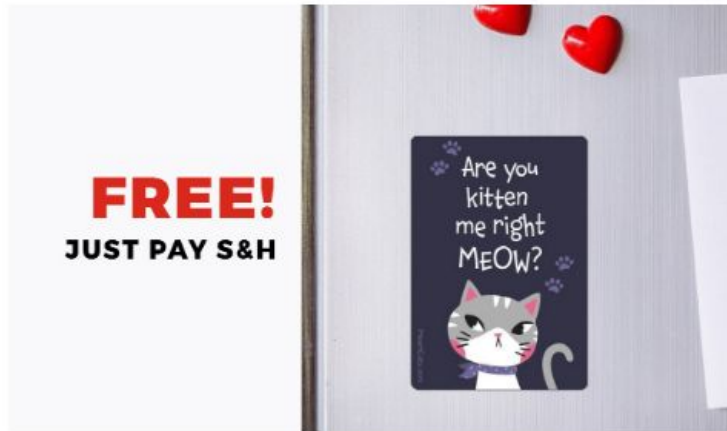
[Read More](#)

Featured Product

Sent to iHeartCats 117K engaged subscribers.

- Feature promotional placement above the first product section of the newsletter.

I  Cats



PrettyLitter Can Help Save Your Cat's Life

[Read More](#)



5 Ways You're Accidentally Enabling Your Cat's Bad Behavior

[Read More](#)

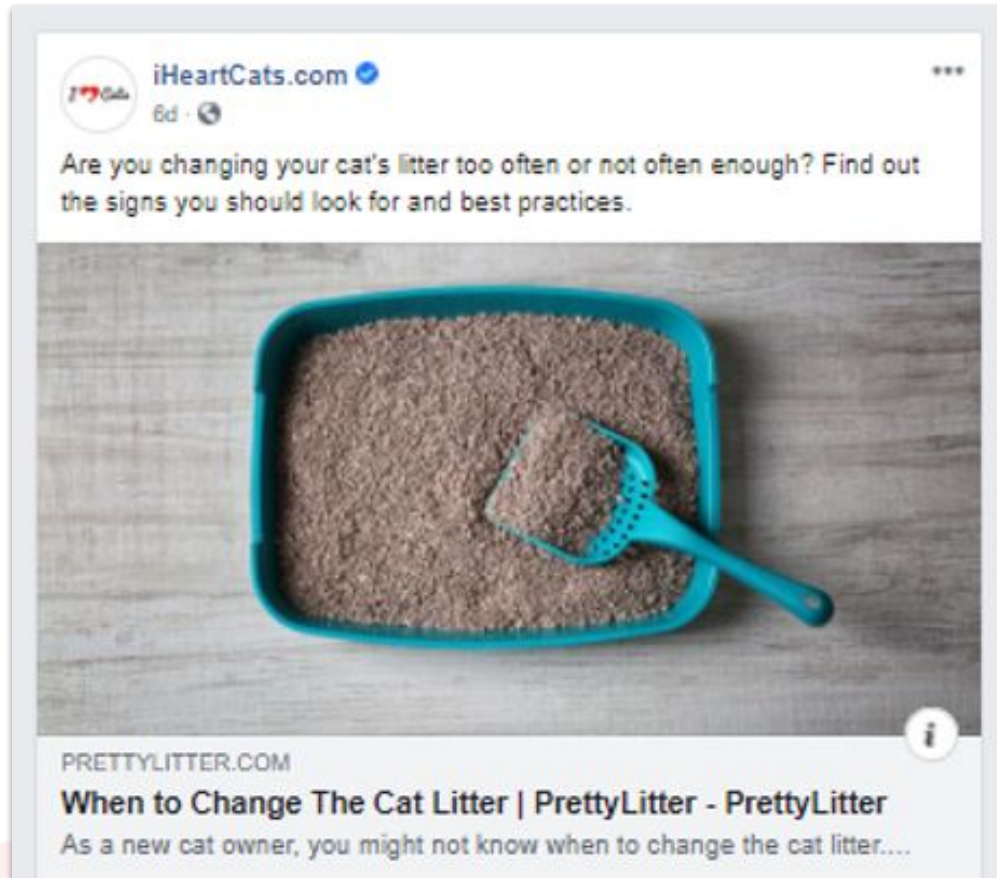
Newsletter Editorial Mention

- Includes thumbnail image and subject line, redirects to clients landing page or the iHeartCats blog post.
- Weekly editorial newsletter sent to 117K subscribers

Organic Facebook Social Post

Sponsored Social Media Post

- Client can be tagged on post with opportunity to boost.
- 1.2 MM Facebook Followers



iHeartCats.com
Published by Tracy Fuller · May 5 at 12:29 PM · 🌐

Kitten season is here. Local shelters are receiving overwhelming numbers of kittens in need as mama cats give birth to their litters. This means there are less resources to go around for all the animals in the shelter. You can ensure every pet is taken care of by sending a cat a care package through Greater Good Charities! Just \$20 sends 200 bowls of cat food, a warm bed, and vaccines for one cat. Donate now.

\$20 Sends a Care Package



GREATERGOOD.ORG
Save the Life of a Shelter Kitten
Not affiliated with Facebook

Donate now

Boosted Facebook Social Post

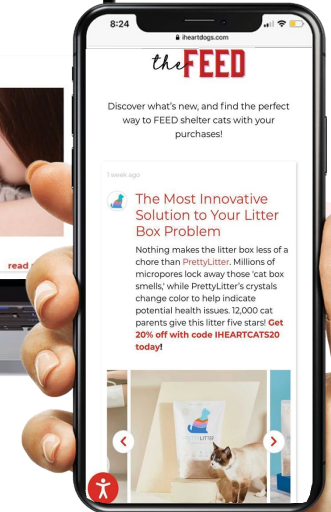
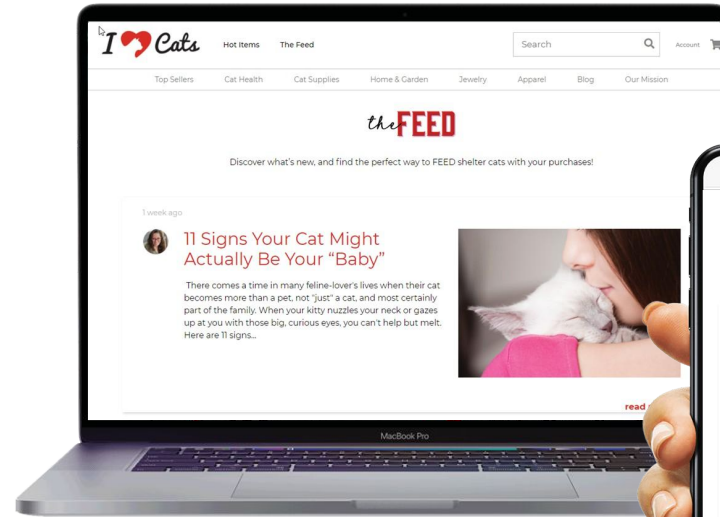
Sponsored Social Media Post

- Client can be tagged.
- 1.2 MM Facebook Followers

Exclusive Website Feature on theFeed

theFeed is a social post style ad feed on iHeartCats, example here iHeartCats.com/the-feed

- The Feed receives an average of 100K impressions each month for the first slot, serves on top 2.




I♥Dogs Hot Items The Feed Search [] Subscribe Account []

Top Sellers Dog Health Dog Supplies Apparel Jewelry Home & Garden Blog Our Mission


Bar Dog Wine Is Giving \$1,000 And Vacation To The Dog With The Ugliest Sweater

by Molly Weinfurter


All dog parents know that there are two important things in life: dogs and wine. Bar Dog Wine helps bring those incredible things together. When you buy some savory Bar Dog Wine, they donate money to their local [Wine Country Animal Rescue](#). What could be better than sipping delightful wine while helping dogs in need?




To further expand on their love for dogs, **Bar Dog Wine is hosting a dog ugly sweater contest** with unprecedented prizes. Dress your pup up in their best holiday gear for a chance to **win \$1,000 and a trip to Napa!** The winner will also receive a set of Bar Dog Yeti Boomer Bowls and a Yeti Tank Ice Bucket.




A Tale of Two "Pitties" – Georgie's Total Transformation



Monitor Your Pet's Health From The Comfort Of Your Home





Finding Free Peace of Mind Can Help You Save Your Dog's Life



'Beast & Buckle' Was Co-Founded By A Man And The Dog Who Saved Him

Shop Now

Lead Generation Giveaway

Month-Long Co-Branded Giveaway Promoted Across iHeartCats Platforms

- Drive lead generation and brand awareness through giveaway promotions and sign-ups
- Custom entry form and landing page on iHeartCats include product information, links and video, and promo code offer
- Entry form captures consumer name, email address for lead generation and retargeting
- Giveaway promoted throughout the month across Facebook and onsite promotions subscribers
- Featured in weekly newsletter

Organic Blog Post

The screenshot shows a webpage from iHeartCats. The main article is titled "PrettyLitter Cares About Your Cat & Aims To Help Them Stay Happy & Healthy" by Kelli Brinegar. The article text describes how PrettyLitter founder Daniel Rotman's personal experience with his cat Gingi led to the creation of the product. A large image of a ginger cat is featured. To the right, there is a sidebar with a "Compare Top Pet Insurance Plans" widget and three smaller article thumbnails. The thumbnails are: "PrettyLitter Cares About Your Cat & Aims To Help Them Stay Happy & Healthy", "PrettyLitter Can Offer Multi-Faceted Protection For You And Your Cat", and "PrettyLitter Is The Key To Keeping Both You And Your Cat Happy And Healthy".

Post Promoted On iHeartCats Blog

- Goal is to educate customers about a specific product, service or brand. Editorial will team assist in writing copy to match the voice of the brand.
- Lives on blog indefinitely.
- Co-branded endorsement.
- Excellent SEO and search, for brand awareness
- Opportunity to roadblock all IAB display ads on page

Marketing:

2 general newsletter editorial mentions

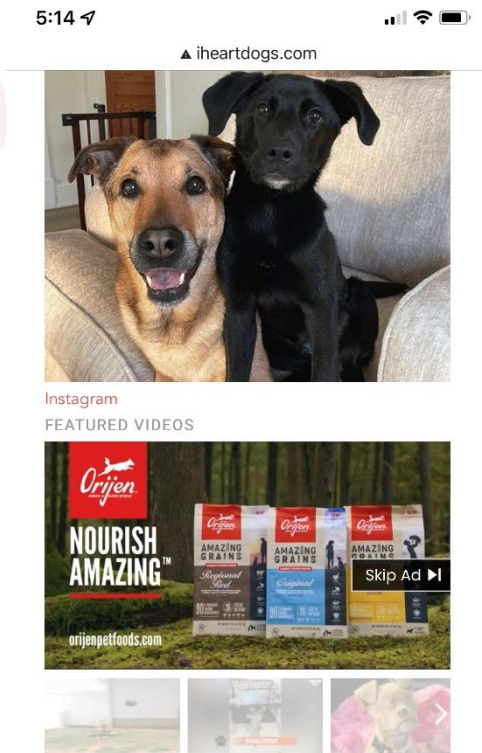
2 Facebook organic post

1 Facebook "boosted" post to past buyers

SEO keywords and long form content, 1,200 character minimum

Pre-roll Video: Serves In-Content

Video ads in run in the center of iHeartCats Blog on mobile and pop-up on the right hand side on desktop with a clear X button to close



Dash and Remi's parents decided that adding a second pup to their pack would complete their family, and now they both agree it was a great decision. Watching their good boys bond and play brought them so much joy that they decided to share them with the Internet. With so many likes and views on all their photos



Fortunately, the video took off online and went viral. That was the first step to getting Rush noticed!



THANK YOU



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